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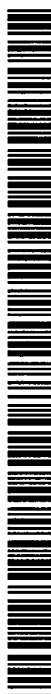
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(54) Title: NOVEL COMPOSITIONS

(57) Abstract: An dentifrice composition is disclosed comprising a soluble calcium sequestering agent that is not an oxidising agent, wherein the composition has an RDA value of below 30 and an IVSR value greater than 50 (when compared to a Control) and an orally acceptable vehicle, wherein the calcium sequestering agent is present in a proportion of 1-20 wt % and the abrasive is present in a proportion of 0-5 wt % of the composition. The composition is highly effective in removing stains from natural teeth and prosthetics and will not damage the tooth or prosthetic due to excessive abrasion.



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